

Rep Order# 9851320 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/23/2012 2:03 PM  
Last Received: 10/23/2012 1:47 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 21  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //21  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M-TU	6A-7A	NEWS	:30	\$600.00	10/24-10/30	10	1	10	\$6,000.00	
	2	W-F,M-TU	7A-9A	EARLY SHW	:30	\$450.00	10/24-10/30	10	1	10	\$4,500.00	
	3	W-F,M-TU	9A-10A	DRS	:30	\$350.00	10/24-10/30	10	1	10	\$3,500.00	
	4	W-F,M-TU	10A-11A	ANDERSON	:30	\$350.00	10/24-10/30	10	1	10	\$3,500.00	
	5	W-F,M-TU	430P-5P	NEWS	:30	\$650.00	10/24-10/30	10	1	10	\$6,500.00	
	6	W-F,M-TU	5P-530P	NEWS	:30	\$850.00	10/24-10/30	8	1	8	\$6,800.00	
	7	W-F,M-TU	530P-6P	NEWS	:30	\$900.00	10/24-10/30	10	1	10	\$9,000.00	
	8	W-F,M-TU	11P-1135P	NEWS	:30	\$2,500.00	10/24-10/30	5	1	5	\$12,500.00	
	9	M	10P-11P	HAWAII	:30	\$7,500.00	10/29-10/29	1	1	1	\$7,500.00	
	10	TU	8P-9P	NCIS	:30	\$4,500.00	10/30-10/30	2	1	2	\$9,000.00	
	11	TU	9P-10P	NCIS LA	:30	\$6,500.00	10/30-10/30	2	1	2	\$13,000.00	

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	12	W	9P-10P	CRIM MINDS	:30	\$7,500.00	10/24-10/24	1 <i>pa</i>	1	1	\$7,500.00	
	13	W	10P-11P	CSI	:30	\$6,000.00	10/24-10/24	2	1	2	\$12,000.00	
	14	TH	8P-9P	BIG BANG/MEN	:30	\$5,500.00	10/25-10/25	2	1	2	\$11,000.00	
	15	F	8P-9P	CSI NY	:30	\$5,000.00	10/26-10/26	1	1	1	\$5,000.00	
	16	SA	1230P-330P	FTBLL <i>(By Est)</i>	:30	\$1,500.00	10/27-10/27	1	1	1	\$1,500.00	
	17	SA	330P-7P	FTBLL <i>(JCL)</i>	:30	\$2,500.00	10/27-10/27	1	1	1	\$2,500.00	
	18	SA	8P-9P	CRIMETIME	:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
	19	SA	9P-10P	CRIMETIME	:30	\$1,400.00	10/27-10/27	1	1	1	\$1,400.00	
	20	SA	10P-11P	48 HRS	:30	\$3,500.00	10/27-10/27	1	1	1	\$3,500.00	
	21	SU	4P-730P	NFL	:30	\$9,500.00	10/28-10/28	1	1	1	\$9,500.00	
	22	SU	8P-9P	RACE	:30	\$5,500.00	10/28-10/28	2	1	2	\$11,000.00	
	23	SU	9P-10P	GOOD WIFE	:30	\$5,500.00	10/28-10/28	2	1	2	\$11,000.00	
	24	SU	10P-11P	MENTALIST	:30	\$7,500.00	10/28-10/28	2	1	2	\$15,000.00	

---REPORT TOTALS---

Report Totals: 96 / \$173,900.00

---SALES MONTHLY TOTALS---

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Oct 12: 62 / \$123,650.00 Nov 12: 34 / \$50,250.00

Sales Totals: 96 / \$173,900.00

Station Totals: 96 / \$173,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$434,750	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPO	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+





